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ABSTRACT

A study surveyed minority journalists at newspapers and television stations in Ohio to determine how overall job satisfaction is linked to perceived communication satisfaction, satisfaction with intrinsic and extrinsic aspects of a job, perceived racial discrimination, and general variables such as years in journalism, position, and the number of minorities in the newsroom. The survey was pre-tested on 30 minority journalists outside Ohio, then administered to 154 minority journalists at 15 newspapers (with circulation over 25,000) and 26 television stations in Ohio. Minority contacts within the various institutions distributed the questionnaires. Response rate was 44%. The questionnaire was divided into four parts: racial discrimination items; job satisfaction items; communication satisfaction items; and general information. Results indicated that although Ohio minority journalists perceived racial discrimination in the workplace, they were satisfied with their jobs and job-related communication. Sex, the existence of an affirmative action plan in their company, years in journalism, and the number of minorities in the newsroom were all partially or strongly related to the perception of racial discrimination or job satisfaction or communication satisfaction, or all three elements. The single most important factor affecting job and communication satisfaction and the perception of racial discrimination was whether respondents thought their company's affirmative action plan was working well. (Four figures and five tables of data are included.) (MM)

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MINORITY JOURNALISTS IN OHIO: A STUDY OF THEIR JOB SATISFACTION

by

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Shin and Regan are doctoral students in mass communication-journalism in the E.W. Scripps School of Journalism at Ohio University. The authors thank the Scripps School of Journalism for funding this study. The authors also thank Dr. Guido Stempel, Distinguished Professor of Journalism, under whose guidance this study was conducted. And the authors also thank Dr. Hugh Culbertson, professor of journalism, for his advice and encouragement. This paper was presented to the Minorities and Communications Division, AEJMC Convention, at Portland, Oregon on July 3, 1988.

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Introduction

About 10 years ago, the American Society of Newspaper Editors (ASNE) announced an effort to increase the number of ethnic minorities working as journalists at newspapers around the country.(1) The ASNE's goal was to increase the percentage of minorities in newspaper journalism so that it reflected the percentage of minorities in the general population on a regional basis. Specifically, the ASNE wanted to increase the percentage of ethnic minorities in newspaper journalism from the then figure of four percent to 23 percent by the year 2000.

The rationale for this goal was that newspapers could not adequately serve their communities without having a news staff that proportionately reflected the ethnic groups in those communities.

In addition to the effort by the ASNE, the Institute for Journalism Education and others started programs to help get more minorities into journalism.(2) But by 1987, still only 6.58 percent of all newspaper journalists were members of an ethnic minority group, according to an ASNE study.(3) At this rate of increase, one researcher has calculated that it would take 64 years to achieve the ASNE's goal of 23 percent. That's twice the time the ASNE said it would take in 1978.

Trayes said minorities were particularly under-represented at newspapers in executive positions (assistant city editor and above).(4) He surveyed 25 major dailies in 1978; and of the 678

news executive positions at these dailies, 18 were held by blacks. Fourteen of the 25 dailies had no black news executives. Trayes said a special effort was needed to attract and retain blacks in hign-level newsroom jobs.

But, again, by 1987, minorities were still under-represented in supervisory positions. Of the 12,000 news executives in 1987, only 3.9 percent are minority group members, according to the ASNE study.(5) Among white journalists working in print, 23 percent were news executives; among minority journalists, 13 percent were news executives.

The rate of increase in the number of minority journalists in newspaper newsrooms is slower than many would like. But at least tne percentage of minority journalists in print is increasing. In radio and television newsrooms, tne percentage of minority journalists is decreasing. According to the Radio Television News Directors Association (RTNDA), the percentage of minority journalists in radio and television newsrooms dropped from 15 percent in 1978 to 13 percent in 1986.(6)

Why tne decline? The president of tne RTNDA, Ernie Schultz, says, "There seems to be a general consensus that the cause of the decline is a perceived lack of opportunity for advancement for minorities in the newsroom. Minorities seem to find themselves in highly visiole roles in the newsroom--anchors, street reporters, talk show hosts--but not as decision-makers--editors, producers, news directors."(7)

The Cleveland chapter of the NAACP was to have conducted a study of what it said was a lack of minority representation in

Cleveland's television news organizations. The president of Cleveland's NAACP chapter, James Hardiman, said more blacks were needed in front of the camera and in "decision-making positions." Hardiman said he based his assessment on "conversations we've had with various people in the media."(8)

Nelson reviewed the job status of black journalists at three newspapers. She said that, "One of the major complaints voiced by black journalists in newsrooms around the country involves their lack of job mobility. 'Last hired, first fired, and never promoted' is a familiar litany, along with complaints about the lack of opportunity to try different, specific areas or develop a beat."(9) Nelson also said "lack of advancement--either in management or editing positions or better reporting assignments--is a primary reason why minority journalists choose to leave the profession."(10) She cited a study published by the Institute for Journalism Education in July 1985. The study revealed that of the more than 200 minority journalists surveyed, 41 percent thought they would eventually leave the field of journalism, primarily because of dissatisfaction with their mobility on the job.(11)

In April 1987, a New York City jury of five whites and one black upheld discrimination complaints against the New York Daily News regarding promotions and assignments. The complaints were filed by four black journalists at the News.(12)

Do minority journalists throughout Ohio have the same complaints about racial discrimination regarding such issues as pay, promotions, and assignments? Are minority journalists satisfied with their news organization's coverage of minority

communities? If minorities believe they are discriminated against, to what extent does that perception affect their job satisfaction? Are other factors more or less important than racial discrimination in determining a minority journalist's level of job satisfaction? Our research question follows:

Concerning minority journalists at television and newspaper news oganizations in Ohio, how satisfied are they with their job? And related to tneir overall job satisfaction, how satisfied are they with the communication in the workplace? How strong is their perception of racial discrimination and to what extent does it affect their job satisfaction?

Literature Review

What is job satisfaction? Bullock says tne consensus is that job satisfaction is "a feeling of liking...a positive or negative emotional state associated with one's work."(13) Bullock says these "feelings" are based on how an individual responds to various aspects of tne job and include attitudes toward co-workers, management, pay, and tne job environment.

For Hoppock, job satisfaction is "any combination of physiological, psychological, and environmental circumstances that causes a person truthfully to say, 'I am satisfied with my job.'"(14)

Hopkins says most definitions assume that job satisfaction results from a match between the needs of an individual and the extent to which the job satisfies those needs.(15)

In this study of minority journalists, we are assuming that job satisfaction is based on dimensions of perceived racial discrimination and variables associated with tnree specific theories of job satisfaction. The three theories of job satisfaction are Frederick Herzberg's Motivation-Hygiene Theory (16), Arne L. Kalleberg's Works Values and Job Rewards Theory (17), and J. David Pincus's Communication Satisfaction Outcomes Theory.(18)

According to Miner (1980), Motivation-Hygiene Theory says a set of intrinsic or motivating factors lead to job satisfaction while a separate set of extrinsic or hygiene factors lead to job dissatisfaction. The motivating or intrinsic factors include achievement, recognition, responsibility, and possibility of growth. The hygiene or extrinsic factors include pay, supervision, physical working conditions, and job security. If these extrinsic factors are adequately provided, they can minimize dissatisfaction. For example, if a worker is well paid, that fact can remove a source of job dissatisfaction. But Miner says adequately provided extrinsic factors can eliminate dissatisfaction only up to a certain point. He says "to generate really positive job feelings...management must shift gears and move into motivation."(19)

Presumably, combining an adequately provided extrinsic factor such as a good salary with an intrinsic factor such as a challenging job, might prompt the following response from a worker: "I feel fortunate. I have a job I genuinely like. And, to boot, they're paying me a lot of money to do it."

In his study of journalism graduates, Shaver found that respondents indicated job satisfaction and job dissatisfaction in a manner that supported Herzberg's theory.(20) Barrett also validated this theory in her study of newspaper women.(21)

Shaver and Barrett suggested that both intrinsic and extrinsic factors are crucial to job satisfaction.

Kalleberg conceptualizes job satisfaction as an overall feeling that employees have toward their job. Kalleberg says job satisfaction is a unitary concept, but one that has multiple dimensions. Using factor analysis, Kalleberg reduced 34 dimensions to six--intrinsic, convenience, financial, career opportunities, resource adequacy, and relations with co-workers.(22)

Kalleberg sees these dimensions as a set of work values and as a separate set of job rewards. Kalleberg defines "work value" as a condition employees desire and pursue in a job; he says "job reward" may be seen as the satisfaction employees derive from various aspects of their job (e.g., the money is good). He says both work values and job rewards are related to job satisfaction, and that work values have independent and significant effects on job satisfaction. Also, he says work values suggested a framework that connects the variation in job satisfaction with job rewards.

We believe that, conceptually, Kalleberg's "work values" are the same as Herzberg's intrinsic factors and that Kalleberg's "job rewards" are the same as Herzberg's extrinsic factors.

Pincus found a strong, positive relationship between

communication satisfaction and job satisfaction among hospital nurses. His communication satisfaction model was based on nine dimensions--communication climate, supervisor communication, media quality, horizontal communication, organizational integration, personal feedback, organizational perspective, subordinate communication, and top management communication.(23) All of these variables sum up how satisfied employees are with their communication relationships and the content and flow of information.

It seems reasonable that any perception of racial discrimination might affect the job satisfaction of minority journalists. So, our study included a set of racial discrimination variables in this study and based these variables on anecdotes and the concerns and complaints Nelson, Albert, and others have noted.

Among other things, minority journalists have complained about racial discrimination involving pay, promotions, and assignments.

Our research model of job satisfaction among minority journalists is provided in figure 1. Again, we will try to find out how overall job satisfaction is linked to perceived communication satisfaction, satisfaction with intrinsic and extrinsic aspects of one's job, perceived racial discrimination, and general variables such as years in journalism, position, and the number of minorities in the newsroom.

Specifically, our hypotheses are:

1. Job satisfaction will be positively related to

communication satisfaction; and perceived racial discrimination will be negatively related to communication satisfaction and to job satisfaction.

Given that Pincus found a strong positive relationship between communication satisfaction and job satisfaction, we expect the same result. Also, intuitively, one would expect that good communication on the job would enhance one's level of job satisfaction.

We expect the negative relationships between racial discrimination and job and communication satisfaction because of the persistence of the complaints about racial discrimination voiced by many minority journalists. And it's reasonable to assume that one's level of job satisfaction would be decreased and not increased if one complained about being discriminated against. Indeed, anything complained about is a source of displeasure. We complain in hopes of seeking relief from the thing complained about.

2. a) The relationship between job satisfaction and communication satisfaction will be stronger than the relationship between perceived racial discrimination and job satisfaction; our rationale is based on the finding of Pincus that communication satisfaction is highly related with job satisfaction.

2. b) The relationship between perceived racial discrimination and communication satisfaction will be stronger than the relationship between perceived racial discrimination and job satisfaction. Communication satisfaction and racial discrimination are extrinsic factors because they involve interaction with others. And because they're both extrinsic

factors, we expect the relationship between the two will be stronger than the relationship of either one with job satisfaction, which has both intrinsic and extrinsic components.

3. Minority journalists will feel strongly discriminated against in promotion and assignments. Operationally, "strong discrimination" is defined as scale values for variables that are larger than the global measures for perceived racial discrimination. Anecdotally, lack of advancement opportunities and non-challenging assignments are the two issues minority journalists are most likely to express dissatisfaction with. The complaints Nelson mentions above, support this.

4. Minority journalists who have been in journalism five to eight years will be the most dissatisfied with their job and job-related communication and perceive the most racial discrimination. Many journalists, black and white, switch careers after about five to eight years for a variety of reasons. Additionally, because 41 percent of the minority journalists surveyed by the IJE said they expected to leave journalism, we thought this would be a good hypothesis to test; we reasoned that a switch in careers is a major change in one's life and that dissatisfaction with one's current job may motivate such a change.

5. Job and communication satisfaction among minority journalists will be positively related to the percentage of minority staffers in the newsroom, while perceived racial discrimination will be inversely related to this percentage. The adage that there's "strength in numbers" applies here. Intuitively, the more minority journalists there are in a

newsroom, the less lonely or isolated a minority journalist is likely to feel; and the more likely it is that a group of minority journalists would fight any racial discrimination that does exist. The experience of the black journalists at the New York Daily News partially supports this rationale. Those journalists sued the News over the discrimination they perceived in the newsroom.

6. Job and communication satisfaction will be greater among male minority journalists than it is among female minority journalists. Women in general are discriminated against in our society. And it's reasonable to assume that black female journalists will face many of the same problems faced by white female journalists in an industry still run by white males.

7. Job and communication satisfaction will be greater among minority journalists who are supervisors than it is among those who are nonsupervisors. Again, it seems reasonable that job and communication satisfaction will be highest among those who have the most status, authority, and control over the news product. In operationalizing this hypothesis, we identified supervisors as anchors, producers, and editors. The nonsupervisory positions were writer, photographer, and reporter.

8. Minority journalists who believe their employer has an affirmative action plan will be the most satisfied with their job and job-related communication and perceive the least amount of racial discrimination. An affirmative action plan might indicate to some minority journalists that a news organization intends to make a good faith effort to hire and promote minorities. Some minority journalists might find that encouraging, and such

encouragement might enhance one's level of job satisfaction and diminish the perception racial discrimination.

9. Minority journalists who said their company's affirmative action plan worked well will have higher levels of job and communication satisfaction and perceive less racial discrimination than those minority journalists who said the plan was not working well. In operationalizing tnis hypothesis, respondents who said their company's plan was working at least "okay, but needs work" were put in the worked well category; those who said the plan was working no better than "poorly" were put in the not working well category.

Methodology

Questionnaire construction. Minorities at newspapers and television stations in Ohio were surveyed by mail. The questionnaire was constructed to tap racial concerns and other dimensions of job satisfaction as reflected in the tnree theories on which this study is based. The questionnaire was five pages long. This length may have discouraged some respondents from participating in the survey. But offsetting this possible disadvantage was the possibility of obtaining a lot of relevant information that would help yield a more fruitful investigation of our research questions and hypotheses.

The questionnaire was divided into four parts: racial discrimination items, job satisfaction items, communication satisfaction items, and general information (see appendix A for a

copy of the questionnaire). We included a question about overall job satisfaction, a question about overall racial discrimination, and a question on overall communication satisfaction. But the multiple indicators we used should provide more information about the dependent variables under study. We used a four point equal appearing interval scale ranging from disagree to agree to analyze the data. We rejected a five point scale because we found that many respondents used it for "don't know," instead of using it to indicate feelings midway between agree and disagree. They marked the middle point, then drew a line from it out to the margin and wrote "don't know." This can hurt the analysis. We did include a "don't know" option, but these responses were treated as missing data.

We pre-tested the questionnaire on minority journalists outside Ohio. Thirty questionnaires were sent to minority journalists in New York, Baltimore, and Detroit; some were sent to a minority contact who distributed the questionnaires to other minorities in the newsroom and some were sent to management personnel who distributed the questionnaires.

The response was significantly different between the two methods of distributing the questionnaires. Minority journalists who received the questionnaire from a minority contact were less satisfied with their job and job-related communication than were minority journalists who received the questionnaire from management. The minority journalists who got the questionnaire from a minority contact also perceived more racial discrimination. We reasoned that perhaps using minority contacts might help get

frank responses, though, of course, selection may have also contributed to the difference in responses. But if management sought out satisfied minorities to give the questionnaires to, our minority contacts could have sought out dissatisfied minorities. So, we went with our intuitive feeling and used minority contacts in this study. We also sought the advice of pre-test respondents in fashioning the final questionnaire, and, accordingly, some adjustment was made in the racial discrimination questions.

Sampling. We didn't think we would find many minority journalists at small market newspapers or in radio news. So, because cost was an important factor, we excluded radio and newspapers with a circulation under 25,000 subscribers according to the 1987 Editor and Publisher Yearbook. Based on anecdotal information, most minority journalists in broadcast are working in television; and based on ANSE studies, the vast majority of minority journalists in print are working at newspapers with a circulation larger than 25,000.

In essence, we attempted to survey nearly all minority journalists working in newspaper and television journalism in Ohio. All Ohio newspapers with a circulation of 25,000 or more were contacted, and 16 were found to employ at least one minority journalist. A minority journalist was our contact at 15 of these newspapers. The remaining paper employed one minority journalist. But management would not give us the name of that minority; that paper was eventually dropped from our survey.

We contacted all 26 network affiliated television stations in Ohio listed in the 1987 Broadcasting Yearbook and found at least

one minority journalist employed at 21 of these stations. A minority journalist was established as our contact at each of these stations.

Based on information supplied by our contacts, a total of 154 minority journalists were employed at these 15 newspapers and 26 television stations. As we mentioned above, few minority journalists are probably employed at newspapers with a circulation under 25,000 and most minority journalists in broadcast are likely to work in television. Given this, we believe the number of minority journalists at all newspapers and broadcast media in Ohio during the time of our survey totaled no more than 180, including the minority journalist whose name management refused to give us.

Questionnaires for all 154 minority journalists were sent to our contacts who were to distribute the questionnaires to the minority journalists. Each questionnaire was in a separate envelope with a letter explaining the purpose of our survey (see appendix B for a copy of the letter).

Excepting the two packets sent to one news organization, the survey was done in one wave. But regarding those news organizations where the return rate was not 100 percent, each contact received at least two follow-up phone calls to help improve the response. The follow-up calls were started two weeks after the mailing in mid September 1987. The last follow-up call was made in mid November 1987.

We believe, however, that 50 of the 154 minority journalists who were targeted never received the questionnaire. For example, one news organization employed eight minority journalists

including our contact. But our contact told us he never received either of two packets of eight questionnaires we sent. In another case, our contact told us twice she just hadn't gotten around to distributing the questionnaires. We believe she never did.

So, in all 11 instances where several questionnaires were sent to one news organization and we received no returns from that news organization, we assumed the questionnaires reached only our contact and no one else. Therefore, these contacts were included in our population, but their minority colleagues were not. For example, concerning the contact who told us he never received the eight questionnaires we sent, only he from that newsroom was included in the population against which our response rate was calculated. The seven other minority journalists were not. This reduced our population from 154 to 114. Of the 114 who we believe received the questionnaire, 67 returned it for a response rate of 58.7 percent (based on a population of 154, the response rate is 44 percent).

As mentioned above, we used a 4-point scale (1=disagree, 2=slightly disagree, 3=slightly agree and 4=agree). In this study, we wanted a maximun measurement error of 0.2. So, if our sample mean score were 2.5, we wanted our confidence interval for the population mean to be between 2.3 and 2.7. To keep the measurement error under 0.2, we needed a sample of 55 cases.(24) Thus, our sample size of 67 is more than adequate for the desired measurement error.

Fifty-five percent of the respondents were male (n=36) and 45 percent, female (n=29). The mean age for both men and women was

31 (n=67). Blacks comprised 94 percent of the respondents (n=61), Asians, one percent (n=1), and Hispanics, five percent (n=3). Fifty-five percent of the respondents were television journalists (n=29) and 45 percent, newspaper journalists (n=35).

The respondents consisted of reporters (n=30), 46 percent; photographers (n=9), 14 percent; editors (n=9), 14 percent; writers (n=2), 3 percent; anchors (n=8), 12 percent; producers (n=4), 6 percent; and "other" (n=3), 5 percent.

The number of years respondents had been in journalism varied: 6 years or fewer (n=33), 49 percent; more than 6 years (n=34), 51 percent; 9 or more years (n=26), 39 percent. Eighty-eight percent of the respondents said they had at least two years of college (n=59), with 76 percent saying they had at least a four-year college degree (n=51).

Fifty-four percent of the respondents earned less than $30,000 in salary (n=35) and 46 percent earned more than $30,000, with 86 percent of all respondents earning less than $40,000 (n=56).

Analysis. Factor analyses were run on the variables of racial discrimination and communication satisfaction (the job satisfaction variables were grouped into two dimensions, following Herzberg's model). The principal components analysis with varimax rotation produced two dimensions based on the communication satisfaction items and three dimensions based on the racial discrimination items. All dimensions had eigenvalues greater than 1. Among the racial discrimination items, the variance accounted for was 61.4 percent, and among the communication satisfaction

items, the variance accounted for was 62.4 percent.

In each of the three categories of dimensions, the dimensions were sometimes combined into a global measure: global job satisfaction, global racial discrimination, and global communication satisfaction. The global measures were compared with each other and other variables. And for the multivariate analysis, the global measures were treated as a set of three global measures.

Three of the 14 racial discrimination variables with a low loading on each factor were not included in the following three dimensions: 1) NATURAL discrimination--having to do with the "nature-of-the-job." The variables grouped in this dimension were beats, assignments, promotion, the support or lack of it that minority journalists receive, and whether white journalists have an easier time getting ahead. 2) PERSONAL discrimination--directed at and personally experienced by the respondent. Variables grouped here were salary, relations with co-workers, and how supervisors view the work of minority journalists. 3) NONPERSONAL discrimination--race related values or behavior perceived to be practiced by the news organization. Variables grouped here dealt with an affirmative action plan, hiring practices, and coverage of the minority community.

Following Herzberg's Motivation-Hygiene Theory, the 14 job satisfaction variables were combined into extrinsic and intrinsic dimensions. The creativity, skill, pride, duty, career, and advancement variables comprised the intrinsic factor--INTRINSIC JOB SATISFACTION. Respect, pay, load,security,

supervisor, relationship with co-workers, meeting people, and working conditions comprised the extrinsic factor--EXTRINSIC JOB SATISFACTION.

Because of low loading on each factor, three of the 10 communication satisfaction dimensions were not included in the following two dimensions: 1) PERSONAL COMMUNICATION SATISFACTION--grouped here were feedback from supervisors on job performance, a supervisor who listens to concerns, and getting relevant information from management. 2) GENERAL COMMUNICATION SATISFACTION--grouped here were communication among employees, memos from management, top management communicating with employees, and newsroom meetings.

Independent and paired t-tests were run to investigate the research question and hypothesis 3. The research question inquired about the minority journalists' level of job and communication satisfaction and the extent to which they perceived racial discrimination. Hypothesis 3 said minority journalists feel strongly discriminated against in promotion and assignments. The Pearson product-moment correlation analysis was performed on hypotheses 1 and 2, which dealt with the direction and strength of the relationships between job and communication satisfaction and perception of racial discrimination. The t-test and and multiple regression analysis were also performed on hypothesis 2. The multiple regression analysis was done to see a) which dimensions of job satisfaction and communication satisfaction contributed to the prediction of global racial discrimination and b) which dimensions of communication satisfaction and racial discrimination

contributed to the prediction of global job satisfaction. The t-test was run to test hypothesis 4, which predicted that minorities with 5-8 years in journalism will be the most dissatisfied with their job and perceive the most racial discrimination.

For hypotheses 5 to 9, a multivariate analysis of variance (MANOVA) was performed. This included univariate and discriminant analyses. Out intent was to see how groupings based on general variables were related to the global measures of job satisfaction, communication satisfaction, and racial discrimination. To maximize the statistical power in this multivariate analysis, we used only the three global measures: global job satisfaction, global racial discrimination, and global communication satisfaction. The Pearson product-moment correlation analysis was also run for a closer examination of the relationships between general variables and the global measures.

Results

Research Question. We found that Ohio minority journalists do perceive racial discrimination in the workplace but are satisfied with their jobs and job-related communication. We used the t-test to compare the global and dimensional measures of job satisfaction, racial discrimination, and communication satisfaction with the scale mean of 2.5, which is conceptually the middle point between disagreement (or no discrimination) and agreement (or discrimination). We interpreted the middle point--2.5--as indicating neither agreement nor disagreement. The

results are summarized in Table 1.

Table 1 about here

As shown in Table 1, minority journalists were both intrinsically and extrinsically satisfied with their jobs, with extrinsic satisfaction the stronger of the two. The global measure of job satisfaction also revealed significant satisfaction.

For the nature-of-the-job and nonpersonal dimensions of racial discrimination, minority journalists perceived significant discrimination. But the perception of racial discrimination for the personal dimension was not significant. The global racial discrimination measure was also significant. In response to a single question about their overall thoughts on racial discrimination, 63 percent of the 67 respondents said a fair amount or a lot of discrimination existed in their newsroom. Thirty-seven percent said little or no discrimination existed

Concerning communication satisfaction, minority journalists were satisfied with personal communication, while the finding for general communication was not significant. The global measure for communication satisfaction was significant.

Hypothesis 1. We found strong support for the expected positive relationship between job satisfaction and communication satisfaction; and we also found strong support for the negative relationships between racial discrimination and job satisfaction

and between racial discrimination and communication satisfaction. As shown in Figure 2, the Pearson product-moment correlations of the job satisfaction dimensions revealed significant and positive relationships with the communication satisfaction dimensions. And the correlation between the global measures of job satisfaction and communication satisfaction was also strong. Table 2 showed the correlations among the global measures and the correlations between the global measures and dimensional measures.

Table 2 about here

Figure 2 about here

The correlations indicated that dimensions of job satisfaction were strongly associated with the nature-of-the-job and personal dimensions of racial discrimination. But, the dimensions of job satisfaction were not associated with the nonpersonal dimension of racial discrimination. Even though the nonpersonal dimension of racial discrimination was high (mean=3.07) in comparison with the scale mean of 2.5, this dimension did not affect intrinsic or extrinsic job satisfaction. On the other hand, the personal dimension of racial discrimination was not significant (mean=2.45) when compared to the scale mean, suggesting that minority journalists did not have strong feelings either way about these personal variables. Yet, this dimension strongly affected job satisfaction. This finding, however, is no surprise. Given a personal variable such as pay, one may be

either happy or unhappy with one's salary or be neither; whatever one's state of satisfaction or dissatisfaction with pay, one may still value pay highly and, accordingly, it may be important in determining one's level of job satisfaction.

The global measures of job satisfaction and racial discrimination revealed a negative relationship.

The dimensions of communication satisfaction were negatively related with the dimensions of racial discrimination. All these relationships were significant with the exception of one relationship between personal communication satisfaction and nonpersonal racial discrimination. This exception seemed natural because these dimensions are different. As with the relationship between global job satisfaction and global racial discrimination, the relationship between global communication satisfaction and global racial discrimination was strongly negative.

Hypothesis 2-a. As predicted, the global job satisfaction/global communication satisfaction relationship ($r=.6722$) was stronger than the global job satisfaction/global racial discrimination relationsnip ($r= -.4664$). McNemar's t-test (25) is designed to compare two correlation coefficients, and it revealed that the difference between these two correlations was significant ($t=2.35$, $d.f.=64$, $p<0.025$). Of the three relationships among the global measures, the relationship between job and communication satisfaction was the strongest. Stepwise multiple regression analysis for the global job satisfaction measure using the dimensions of communication satisfaction and

iacial discrimination also supported hypothesis 2-a. The order of entry in the regression run was 1) personal communication satisfaction, 2) personal racial discrimination, 3) general communication satisfaction, 4) nonpersonal racial discrimination, 5) nature-of-the-job racial discrimination. These dimensions explained about 54.5 percent of the variance in the minority journalists' job satisfaction (multiple R=.738, F=14.35, P=0.000).

In hypothesis 2-b, we predicted that the global communication satisfaction/global racial discrimination relationship (r= -.5509) would be stronger than the global job satisfaction/global racial discrimination relationship (r= -.4664). McNemar's t-test failed to find a significant difference between these two correlation coefficients (t=1.013, d.f.=64, p<0.2). However, stepwise multiple regression analysis for the global racial discrimination measure using the dimensions of job satisfaction and communication satisfaction also supported hypothesis 2-b. The order of entry in the regression run was 1) general communication satisfaction, 2) personal communication satisfaction, 3) extrinsic job satisfaction and 4) intrinsic job satisfaction. These dimensions explained about 32.4 percent of the variance in racial discrimination (multiple R=.569, F=7.31, p=.0000).

All of the results for hypotheses 1, 2-a, and 2-b are conceptually represented by the path diagram in Figure 2. The directions are based on Pincus's finding that communication satisfaction leads to job satisfaction; additionally, comments from the respondents led us to these same directions.

Hypothesis 3. As expected, minority journalists strongly perceived they were discriminated against in promotion and assignment opportunities. We used the perception of global racial discrimination as a criterion (mean=2.868, n=67). Here, our intent was to measure the strongest areas of perceived racial discrimination. And it seemed reasonable to use the global measure to get at the strength of perceived racial discrimination and not the scale mean we used in hypothesis 1. The scale mean is appropriate for distinguishing between feelings of discrimination and feelings of no discrimination. We used paired t-tests to compare the job mobility variables with the global perception of racial discrimination.

Table 3 about here

Table 3 summarizes the results. All correlation coefficients between these "job mobility" variables and the global measure were strong and positive, indicating the "pairing" had been effective for the paired t-test. As we hypothesized, promotions, assignments, and the perception of white journalists having an easier time getting ahead, were the areas in which minority journalists strongly perceived they were discriminated against. Note, however, that "hiring" was weak, as it was below the global mean; this suggested that minority journalists do not believe the hiring of minorities in journalism is a problem. Our study indicates that minority journalists believe the problem is in promoting minorities. We found that promotion was the most

significant area where minority journalists perceived strong racial discrimination. And on this same issue, minority journalists also strongly perceived that white journalists had an easier time getting ahead. Most of the respondents who included additional information in the "comments" section on the questionnaire, elaborated on the problem they perceived they had in getting promoted.

Hypothesis 4. We predicted that minorities in journalism for five to eight years would be the group of minorities most dissatisfied with their job and job-related communication; we also expected them to be the ones who perceived the most discrimination. Our study partially supported this hypothesis.

In Figure 3, the global measures of job satisfaction, racial discrimination, and communication satisfaction are plotted against the five groups clustered according to their years in journalism. Minorities with 5-8 years in journalism, comprise groups 3 and 4. Group 3 has minorities with 5-6 years and group 4 has minorities with 7-8 years.

Figure 3 about here

We ran t-tests on the global measures between minorities with 5-8 years in journalism and minorities with a different number of years. Only the racial discrimination measure was significant ($t=1.89$, $d.f.=65$, $p=.033$). We did not get statistical significances on the job and communication satisfaction measures

because of the small group size; however, the pattern for the global measures was consistent from group to group (see Figure 3). Minorities with 1-2 years in journalism were highly satisfied with their job and job-related communication. Minorities with 3-4 years in journalism also showed satisfaction but less than group 1 showed. Groups 3 and 4 were the least satisfied among the five groups. Minorities in group 3 were the least satisfied with job-related communication, and minorities in group 4 were the least satisfied with their job. Minorities with nine or more years in journalism, in group 5, showed high satisfaction. This up and down pattern was similar to the pattern for global racial discrimination but in the opposite direction.

Figure 4 about here

The multiple regression analysis for years in journalism using age and salary also revealed that age and salary were linearly correlated with years in journalism (YEARS IN JOURNALISM = 0.0017 + 0.494 SALARY + 0.862 AGE; multiple R=.801, p=.000). And our plotting of age and salary also showed an up and down pattern similar to the one in Figure 3. So we grouped minority journalists into four groups based on salary, age, and years in journalism, as shown in Figure 4. And against these four groups, we plotted the global measures of job satisfaction, racial discrimination, and communication satisfaction.

The analysis of covariance with global racial discrimination as covariate yielded significant main effects between groups

(covariate=sex, F=3.235, d.f.=3, 39, p=0.032). As shown in Figure 4, the pattern for the global measures were consistent from group to group. Again, the up and down pattern was similar to the one in Figure 3, but only this time more well defined. Group 3 also showed the least satisfaction in the job and communication dimensions and perceived the most discrimination in the racial discrimination dimensions. In addition, the analysis of covariance with sex as covariate yielded the significant main effects between groups for three of seven dimensions: extrinsic job satisfaction (F=2.906, d.f.=3, 39, p=0.047), nature-of-the-job racial discrimination (F=5.440, d.f.=3, 39, p=0.003) and nonpersonal racial discrimination (F=2.856, d.f.=3, 39, p=0.049).

Hypotheses 5 to 9. These hypotheses dealt with general variables, including demographic ones: sex, position, the existence of an affirmative action plan, how well the plan worked, and the number of minority journalists in the newsroom. We investigated their effects on job satisfaction, communication satisfaction, and perceived racial discrimination. For the global measures, we used the multivariate analysis of variance followed by univariate and discriminant analyses. We also looked at the correlations between the dimensions and general variables. For two group variables such as sex and position, point-biserial correlation coefficients were calculated. The results are summarized in table 4 for the global measures and in table 5 for the dimensions of job satisfaction, communication satisfaction, and racial discrimination.

Tables 4 and 5 about here

Hypothesis 5. As expected, the Pearson product-moment correlations revealed a significant and positive relationship between the number of minority journalists in the newsroom and tneir extrinsic job satisfaction; the correlations also showed significant negative relationships between the number of minority journalists in the newsroom and the nature-of-the-job and nonpersonal dimensions of discrimination (table 5).

We were particularly interested in seeing if a difference in job satisfaction existed between newsrooms employing less than 6.5 percent minorities and newsrooms employing more than 6.5 percent minorities. We chose the 6.5 percent figure because 6.58 percent was the percentage of minorities in newspaper journalism nationwide in 1987; it was also the median number of minorities in the newsrooms we surveyed for this study.

As shown in the omnibus test of MANOVA in table 4, these two groups were different on the set of three global measures of job satisfaction, communication satisfaction, and perception of racial discrimination. Unfortunately, however, the univariate tests failed to reveal which measure contributed to this group difference because of a) the interrelationships among the tnree global measures and b) the reduced power of the univariate tests.

Hypothesis 6. We postulated that male minority journalists would be more satisfied with their job and job-related communication and perceive less discrimination than female minority journalists. Our analyses supported the hypothesis for some dimensions. Multivariate and univariate analyses of global measures revealed no significant contribution of sex to the global measures (table 4). The point-biserial correlations in table 5, however, revealed significant differences in the extrinsic job satisfaction, general communication satisfaction, and personal racial discrimination dimensions. Females were less satisfied in these job and communication dimensions, and they perceived more personal discrimination than males.

Hypothesis 7. We hypothesized minority supervisors would be more satisfied with their job and job-related communication and would perceive less discrimination than minority nonsupervisors. Our analyses, however, did not support this hypothesis. As shown in Table 4, the omnious and univariate tests using the global measures failed to reveal any significant differences between supervisors and nonsupervisors at the .05 level. And the point-biserial correlations shown also failed to show a significant difference at the .05 level between the two groups respecting their relationship with any of the seven dimensions (see Table 5). However, at the .1 level, nonsupervisors experienced more extrinsic job satisfaction and personal communication satisfaction than supervisors did.

One reason for this difference might be that the the closer

an employee gets to being boss, the more painful any discrimination is that keeps him or her from being boss. Therefore, talented minorities who believe racial discrimination limits how far they can advance, may experience more job dissatisfaction than minorities who were never seriously considered for a supervisory position.

One other point in comparing minority supervisors with minority nonsupervisors. Whatever racial discrimination they perceive in the newsroom, they tend to have similar perceptions regardless of position and ability (although, as we have said, minority supervisors may feel the perceived discrimination more intensely). And our finding of no difference on any of the three racial discrimination dimensions suggests how real the discrimination problem is, at least for minority journalists.

Hypothesis 8. Our multivariate, univariate, and correlational analyses revealed the hypothesized relationship of affirmative action to racial discrimination; but the analyses failed to support the relationships of affirmative action with job satisfaction and communication satisfaction.

As shown in table 4, the omnibus test of the three global measures was significant; the difference was primarily attributed to the global measure of racial discrimination, and this was supported by both univariate and discriminant analyses. Correlations showed the perceived existence of affirmative action was related with nature-of-the-job and nonpersonal dimensions of racial discrimination. Respondents who said their company did not

have an affirmative action plan perceived more racial discrimination than those respondents who said their company had an affirmative plan.

Hypothesis 9. We expected minority journalists who said their company's affirmative action plan worked well would be more satisfied with their job and job-related communication than minority journalists who said the plan was not working well; we also expected the working well group to perceive less discrimination. Our analyses strongly supported this hypothesis. "Planwork" was significant in the omnibus test of the three global measures; and the global racial discrimination measure was primarily responsible for this difference, according to both univariate and discriminant analyses. The Pearson product-moment correlations revealed significant relationships of "planwork" with all dimensions of job satisfaction, racial discrimination, and communication satisfaction (table 5). Again, the strength of these correlations across the board indicated that how well the affirmative action plans worked was highly related to perceived racial discrimination among minority journalists and their level of job and communication satisfaction.

Discussion

Minority journalists in newspaper and television journalism in Ohio are satisfied with their job, but they do perceive racial discrimination in the newsroom. And racial discrimination is

significantly related to job satisfaction.

Sex, the existence of an affirmative action plan, years in journalism, and the number of minorities in the newsroom were all partially or strongly related to the perception of racial discrimination or job satisfaction or communication satisfaction or all three. And age, salary, and years in journalism were linearly correlated.

But the single most important factor affecting job and communication satisfaction and the perception of racial discrimination was whether respondents thought their company's affirmative action plan was working well. Minority journalists who said their company's affirmative action was working well, were the most satisfied on the two job satisfaction dimensions and the two communication satisfaction dimensions; they also perceived the least amount of discrimination on the three racial discrimination dimensions. Given that minorities do perceive racial discrimination in the newsroom, one can only wonder how much more satisfied minority journalists would be with their job if they did not believe they were racially discriminated against.

Education, medium, and size of minority community were not related to any of the seven dimensions. Some might be surprised that size of minority community was not related to job satisfaction. Anecdotally, one reason why many minorities are reportedly unhappy working in small towns, is that few minorities live in those communities. But in our sample, 76 percent of 64 respondents estimated they work in a town where the minority population is somewhere between 20 and 60 percent. Perhaps once

the minority population reaches a certain level, any larger size will make only a marginal difference at best in the job satisfaction experienced by minority journalists. Or, perhaps the importance of this variable was over-stated to begin with.

Our study suggests that minority journalists believe hiring minorities is not a major problem. Instead, the strong feelings minorities do have about affirmative action plans working well, seem to center on getting promoted once hired. Our survey found that minority journalists strongly perceive they are racially discriminated against in the area of promotions and assignments. This has long been an anecdotal claim. As the editors of the Columbia Journalism Review reported: "There have been widespread complaints that, even where minorities are employed in more than token numbers, they are rarely promoted to jobs that would enable them to bring another perspective to the way the news is covered."(26)

Our study suggests that news managers may be well served by paying more attention to these concerns. Again, the point is not just having an affirmative action plan, but having one that minority journalists believe is working well.

Another anecdotal issue we collected data on concerned the minority journalists' perception of the news media's coverage of the minority community. Anecdotally, many minority journalists believe the news media do a poor job in covering minorities. Our study supported this perception. We found that 81 percent of the minority journalists at least slightly agreed with the statement that, "The minority community is poorly covered by my news

organization." Fifty-eight percent indicated complete agreement with the statement (n=67). As a single variable, this question was significantly correlated with the global measure of communication satisfaction (r= -.373, p=.001), though weakly correlated with the global measure of job satisfaction (r= -.187, p=.065). But as we've mentioned, communication satisfaction is strongly related to both job satisfaction and the perception of racial discrimination.

Nelson said the crisis regarding the status of minorities in journalism continues; among other things, she said it concerns the "breadth, quality, and integrity of news coverage, and the ability of newspapers to serve their multi-cultural readership. The world is not inhabited solely by middle-class white people, nor should its newsrooms be."(27)

Our study suggests that minority journalists are not involved in the gatekeeping process as much as they would like to be; it also suggests that those who decide what's news don't see at least a part of the world the way minority journalists do.

We found that the relationship between communication satisfaction and job satisfaction is stronger than the racial discrimination/job satisfaction relationship. This indicates that as a group, the dimensions of racial discrimination are not the most important variables affecting the job satisfaction of minority journalists. This may surprise some, given the complaints of racial discrimination or insensitivity voiced by many minority journalists.

It would be a mistake, however, for news managers to infer from

this study that they can take it easy in eliminating whatever racism may exist in their newsroom. Some may infer this because racial variables are not the dominant set of variables impacting global job satisfaction. Racial indicators may not be the dominant influence on job satisfaction, but they are still important factors.

If anything, news organizations would be better served by increasing or reassessing their efforts at how to go about eliminating actual or perceived racial problems in the newsroom. At least in Ohio, minority journalists strongly perceive that white journalists have an easier time getting ahead; and related to that, minority journalists strongly believe they are racially discriminated against in promotions and assignments. Interestingly, we found that 41 percent of the respondents disagreed with the statement "I plan to remain in journalism for the rest of my career" (n=49). This finding is comparable to the IJE finding cited above about minority journalists eventually leaving journalism because they weren't being promoted. If journalism is to attract and retain minorities, news managers can not relax in the battle against actual or perceived racism.

We have no reason to believe that minority journalists in other states feel differently than minority journalists in Ohio do about job satisfaction and job-related racial discrimination; but we don't know for sure how they feel. Studies done elsewhere would afford a better grip on how minority journalists nationwide see their status in journalism. And given how some believe it's

important to have an ethnically representative press throughout the newsroom hierarchy, these studies may yield information that may help news managers in recruiting, retaining, and promoting minority journalists.

#

NOTES

1. American Society of Newspaper Editors, untitled condensed version of survey of minorities in newspaper newsrooms in 1987. Washington, D.C., April 9, 1987.

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5. Op. Cit., Table C.

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14. R. Hoppock, Job Satisfaction (New York: Harper & Row 1935), p. 47.

15. Anne H. Hopkins, Work And Job Satisfaction In The Public Sector (Totowa, New Jersey: Rowman & Allanheld, 1983).

16. John B. Miner, Theories Of Organizational Behavior (Hinsdale, Illinois, 1980).

17. Arne L. Kalleberg, "Work Values and Job Rewards: A Theory of Job Satisfaction," in American Sociological Review, Vol. 42, February 1977, p. 124-143.

18. David Pincus, "Communication Satisfaction, Job Satisfaction, and Job Performance," in Human Communication Research, Vol. 12, No. 3, Spring 1986, p. 395-419.

19. Miner, Op. Cit. p. 78.

20. Harold C. Shaver, "Job Satisfaction and Dissatisfaction Among Journalism Graduates," in Journalism Quarterly 1978, 55:54-61.

21. Grace Barrett, "Job Satisfaction Among Newspaperwomen," in Journalism Quarterly 1984, 61:593-99.

22. Kalleberg, Op. Cit. p.127.

23. Pincus, Op. Cit.

24. Formula used to estimate sample size:

$$N \geq \frac{(Z\alpha/2)^2 r^2}{E^2}$$

see Lyman Ott, An Introduction To Statistical Methods And Data Analysis (Boston: Duxbury Press, 1984), p. 103.

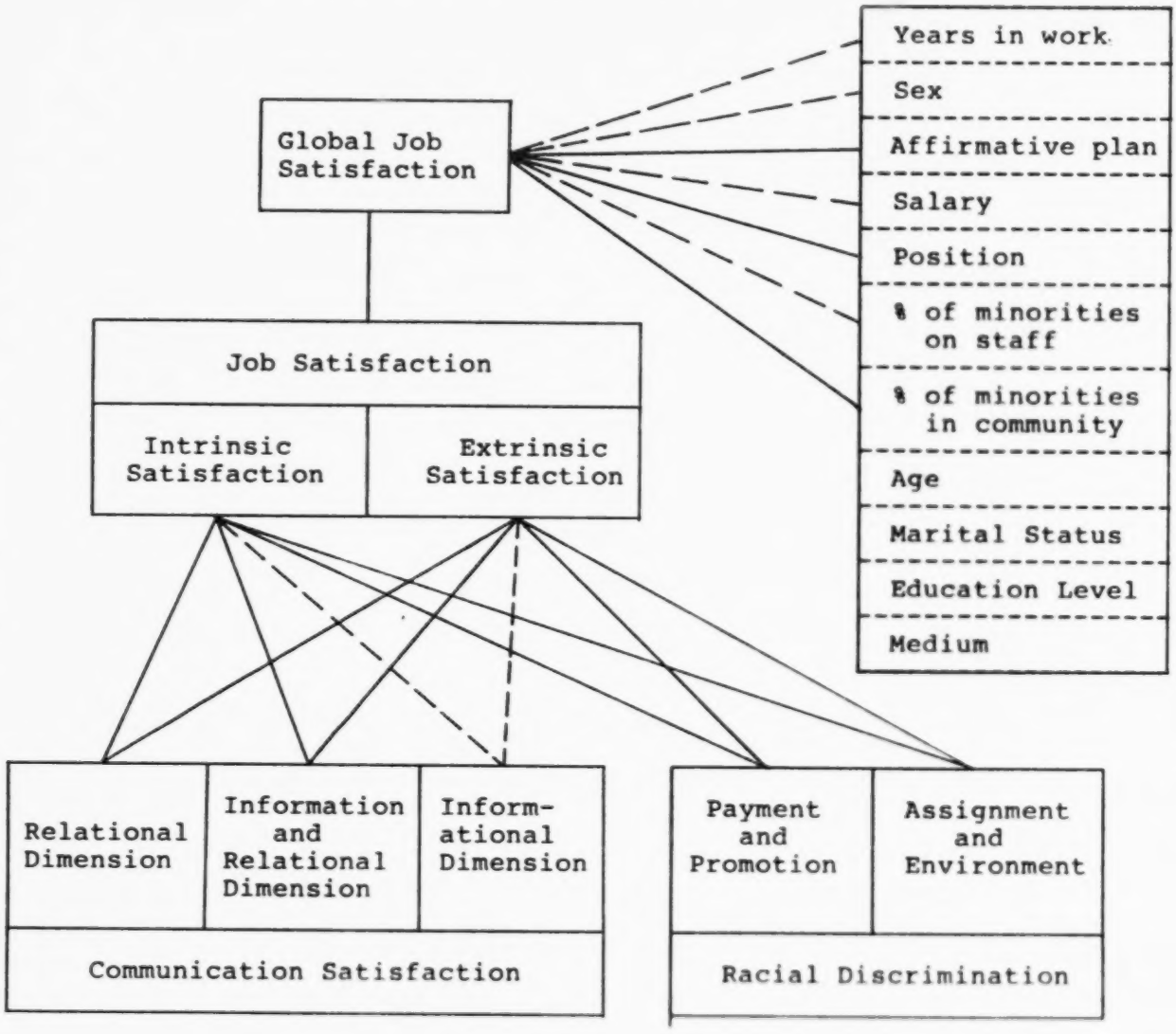
25. Quinn McNemar, Psychological Statistics (New York: John Wiley And Sons, 1962), p. 140.

26. Nelson, Op. Cit. p. 41.

27. Nelson, Op. Cit. p. 51.

FIGURE 1

Hypothesized Job Satisfaction Model



_____ Stronger Correlations

---------- Weaker Correlations

TABLE 1

Mean Scores and Standard Deviation of Global and Dimensional Measures of Job Satisfaction, Racial Discrimination and Communication Satisfaction

Perceptions	Mean	Standard Diviation	t-value
Global job satisfaction	2.90	0.652	5.03**
Intrinsic job satisfaction	2.80	0.833	2.93**
Extrinsic job satisfaction	3.01	0.612	6.75**
Global racial discrimination	2.87	0.752	4.01**
Nature-of-job discrimination	3.08	0.942	5.03**
Personal discrimination	2.45	0.908	-0.46
Nonpersonal discrimination	3.07	0.853	5.44**
Global communication satisfaction	2.70	0.704	2.31*
Personal communication satisfaction	2.83	0.875	3.07**
General communication satisfaction	2.57	0.764	0.75

Ratings which provided basis for global and dimensionsal measures were on a 4-point scale with 1=disagree, 2=slightly disagree, 3=slightly agree and 4=agree. Means given are averaged means for all items within a given measure and are tested on the research hypothesis that minorities in journalism rated more than 2.5(conceptually and experimentally middle point between agreement and disagreement).

*Significant with chance error of less than 0.01
**Significant with chance error of less than 0.001

TABLE 2

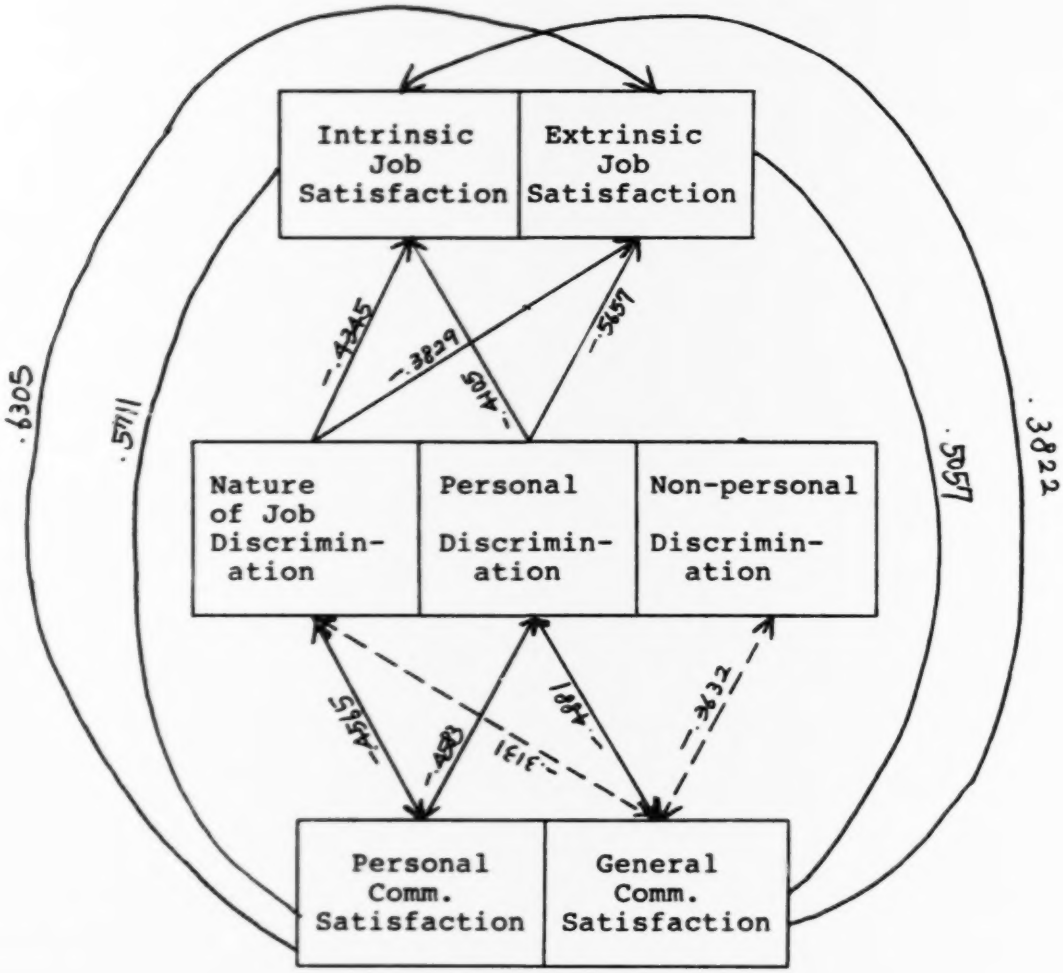
Pearson Product-Moment Correlations among Global measures and Dimensions of Job Satisfaction, Communication Satisfaction and Racial Discrimination

	Global Job Satisfaction	Global Communication Satisfaction	Global Racial Discrimination
Global Communication Satisfaction	.67**		
Global Racial Discrimination	-.47**	-.55**	
Intrinsic Job-Satisfaction	.93**	.56**	-.39**
Extrinsic Job-Satisfaction	.87**	.67**	-.46**
Personal Comm. Satisfaction	.66**	.88**	-.48**
General Comm. Satisfaction	.48**	.84**	-.47**
Nature-of-Job Discrimination	-.46**	-.45**	.89**
Personal Discrimination	-.53**	-.55**	.82**
Non-personal Discrimination	-.16	-.36*	.78**

*Significant with chance error of less than 0.01
**Significant with chance error of less than 0.001

FIGURE 2

Path Diagram of Minorities' Perceptions on Job Satisfaction, Communication Satisfaction and Racial Discrimination



_____ related with chance error of less than .001

---------- related with chance error of less than .01

TABLE 3

Mean Scores for Perceived Racial Discrimination Items related to Promotion, Assignment and Hiring and Summary of Paired-t-test with Global Meaure of Racial Discrimination

Perceived racial discrimination	Mean score	t-value (probability)
Management would rather promote a white person than a minority person to a supervisory or editorial post	3.379	4.46 (.000)**
White journalists often get better assignments than minority journalists	3.094	2.28 (.026)**
My employer discriminates against minorities in its hiring practices	2.509	-2.97 (.004)*
White reporters have an esier time getting ahead than minority reporters	3.274	3.81 (.000)**

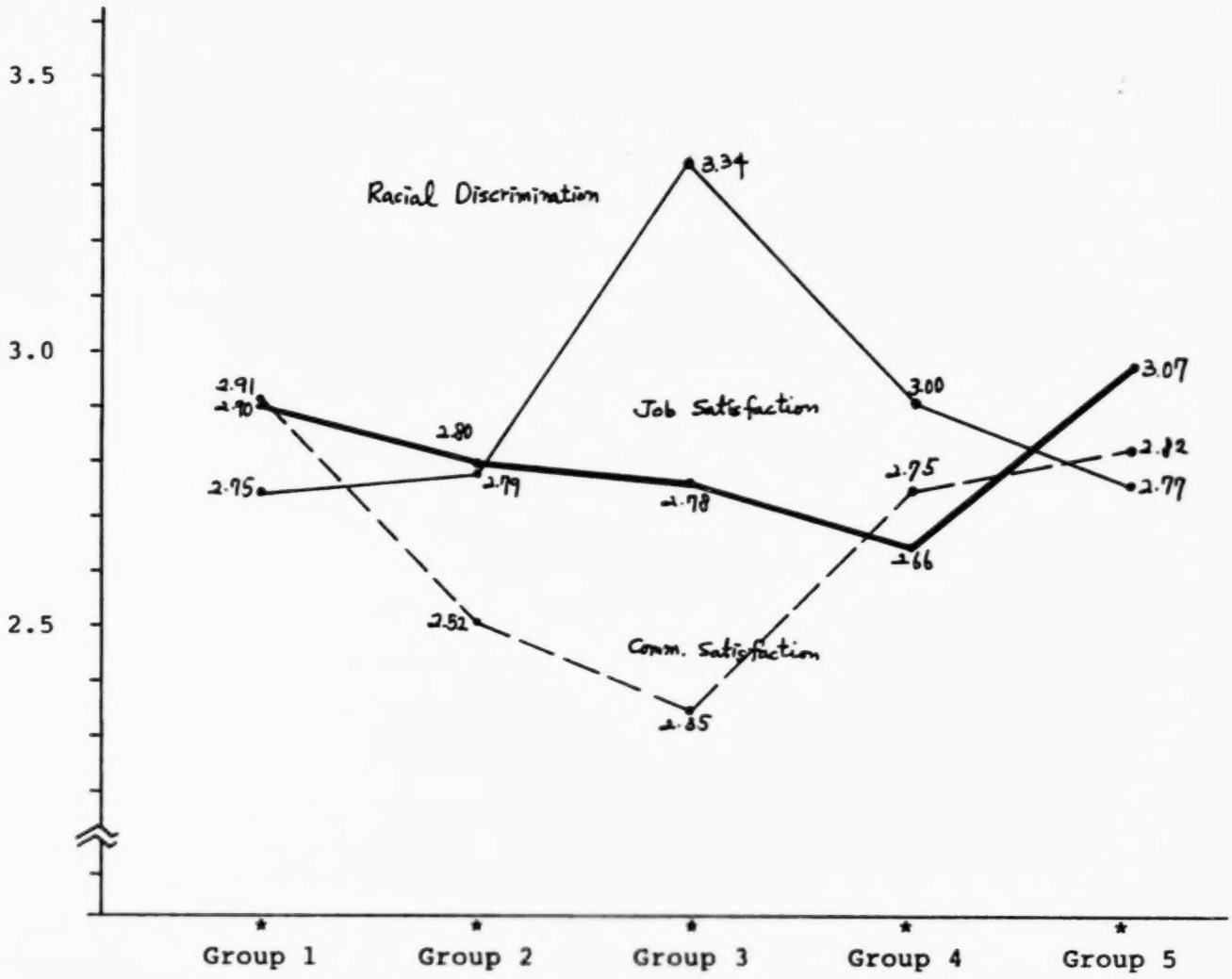
Each item was measured on a 4-point scale with 1=disagree, 2=slightly disagree, 3=slightly agree and 4=agree. Mean score of each item was compared with global measure of racial discrimination of 2.87 (n=67) by paired t-test.

*mean score of this item is significantly smaller than mean score of perceived global discrimination.

**mean score of this item is significantly larger than mean score of perceived global discrimination.

FIGURE 3

Plot of Average Global Measures of Job Satisfaction, Communication Satisfaction and Racial Discrimination with 5 Groups classified by Years in Journalism

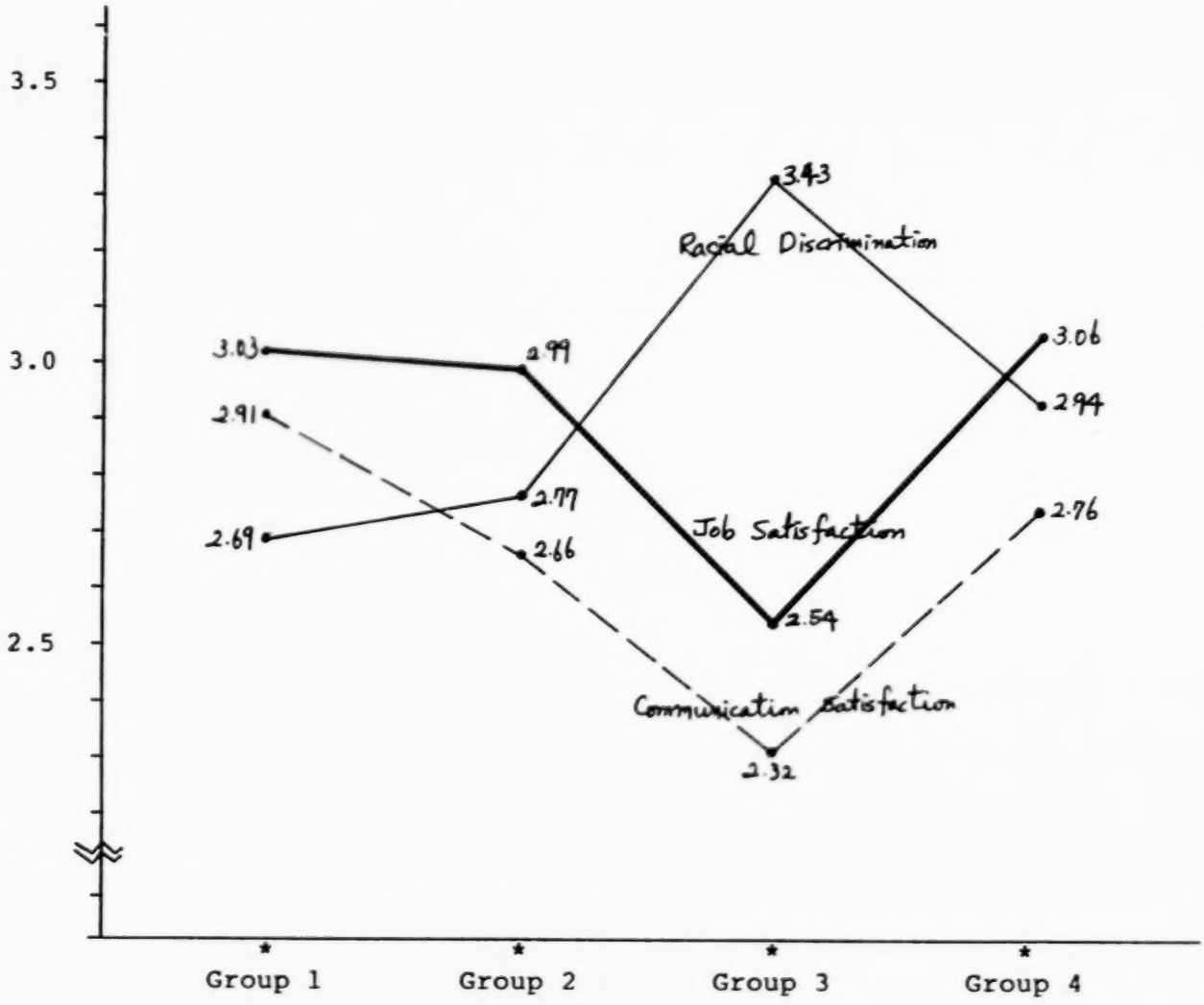


Ratings which provided basis for global measures were on a 4-point scale with 1=disagree, 2=slightly disagree, 3=slightly agree and 4=agree.

*Group 1 = 1-2 years in journalism (n=11)
Group 2 = 3-4 years in journalism (n=13)
Group 3 = 5-6 years in journalism (n=8)
Group 4 = 7-8 years in journalism (n=8)
Group 5 = 9 or more years in journalism (n=26)

FIGURE 4

Plot of Average Global Measures of Job Satisfaction, Communication Satisfaction and Racial Discrimination with 4 groups clustered according to Salary, Years in Journalism and Age.



* Group 1 = 1-2 years in journalism, less than $20,000 in salary and less than 26 years old (n=9)
Group 2 = 3-4 years in journalism, less than $30,000 in salary and less than 31 years old (n=11)
Group 3 = 5-8 years in journalism, between $30,000 and $40,000 in salary and from 26 to 35 years old journalists (n=10)
Group 4 = 9 or more years in journalism, $30,000 or more in salary and 31 or more years old (n=17)

TABLE 4

Average Score of Global Measure of Job Satisfaction, Communication Satisfaction and Racial Discrimination as to Groups Divided by Percentage of Minority Staff, Sex, Postition, Affirmative Action Plan and Plan-Work and Summary of MANOVA and Univariate Tests.

	MULTIVARIATE		UNIVARIATE		
			F (probability) Average Score for each group		
Source of Variation	Wilks' Lambda	F (prob.)	Global Job Satisfaction	Global Comm. Satisfaction	Global Racial Discrimination
PERCENTAGE OF MINORITY STAFF	.85	3.40* (.023)	.10 (.752)	1.38 (.244)	2.29 (.135)
Less than 6.5%			2.86	2.80	3.04
More than 6.5%			2.91	2.59	2.75
SEX	.94	1.23 (.307)	2.31 (.134)	2.08 (.154)	3.12 (.082)
Male			3.02	2.82	2.71
Female			2.77	2.56	3.04
POSITION	.95	1.08 (.365)	1.70 (.198)	.18 (.671)	.68 (.411)
Staff			2.99	2.76	2.88
Supervisor			2.76	2.60	2.80
AFFIRMATIVE ACTION	.75	4.17* (.012)	.45 (.509)	.74 (.394)	11.34*(.002)
Yes			2.91	2.72	2.69
No			2.77	2.51	3.33
PLAN WORK	.55	7.30* (.001)	3.37 (.077)	3.21 (.083)	20.97*(.000)
Yes			2.93	2.75	2.55
No			2.47	2.24	3.60

*p < .05.

TABLE 5

Correlations of Dimensions of Job Satisfaction, Racial Discrimination and Communication Satisfaction with General Descriptive Variables

	Job Satisfaction		Comm. Satisfaction		Racial Discrimination		
	Intrinsic	Extrinsic	Personal	General	Nature of job	Personal	Non-personal
PERSENTAGE OF MINORITY ON STAFF	.227*	.076	-.039	-.020	-.303**	-.162	-.268*
SEX	-.107	-.263*	-.082	-.266*	.158	.212*	.163
POSITION	-.130	-.171	-.168	-.000	-.013	-.081	-.042
AFFIRMATIVE ACTION PLAN	.017	.196	.132	.107	-.390**	-.196	-.595**
PLAN WORK	.328*	.541**	.446**	.315*	-.501**	-.639**	-.761**

Point biserial correlations were calculated with 2-group variables with following coding: male=0 and female=1 for SEX, staff=0 and supervisor=1 for POSITION, and no=0 and yes=1 for AFFIRMATIVE ACTION PLAN. PLAN WORK was rated 1=joke, 2=poorly, 3=OK but need work and 4=well.

*$p < .05$

**$p < .001$

APPENDIX "A"

OHIO MINORITY JOURNALIST SURVEY QUESTIONNAIRE

INSTRUCTIONS: Please read each item and circle the response you feel is true for you.

D--DISAGREE
SD--SLIGHTLY DISAGREE
SA--SLIGHTLY AGREE
A--AGREE
DK--DON'T KNOW

PART I

1. White supervisors view the work of white journalists more favorably than they do that of minority journalists.....D SD SA A DK

2. White journalists are paid more than minority journalists who have the same job, experience, and education .....D SD SA A DK

3. I get along with minority co-workers better than I do with white co-workers.....D SD SA A DK

4. White supervisors are reluctant to assign minorities to what some see as status beats such as local government or the statehouse.....D SD SA A DK

5. Management would rather promote a white person than a minority person to a supervisory or editorial post.....D SD SA A DK

6. White journalists often get better assignments than minority journalists.....D SD SA A DK

7. My employer racially discriminates against minorities in its hiring practices.....D SD SA A DK

8. White supervisors see the experience of white journalists as more credible than that of minority journalists.....D SD SA A DK

9. The minority community is poorly covered by my news organization.....D SD SA A DK

10. Because I'm a member of a minority group, I'm sometimes treated unfairly by supervisors or other co-workers.....D SD SA A DK

11. Racial jokes that I find offensive are told in this newsroom.....D SD SA A DK

12. White reporters receive more support and encouragement than minority reporters.....D SD SA A DK

13. White reporters have an easier time getting ahead at this news organization than minority reporters.....D SD SA A DK

14. My employer needs an affirmative action plan to help recruit and promote minorities.....D SD SA A DK

PART II

15. My duties and responsibilities are well matched to my ability.....D SD SA A DK

16. My job gives me opportunities to learn and develop new skills.....D SD SA A DK

17. My job frequently gives me a sense of pride in achievement.....D SD SA A DK

18. My work challenges me creatively.....D SD SA A DK

19. Opportunities for advancement are good for me here.....D SD SA A DK

20. I have gained respect in the community through my work.....D SD SA A DK

21. The work load and demands placed on me are usually just right.....D SD SA A DK

22. My job has enabled me to meet many important and interesting people.....D SD SA A DK

23. Many of my co-workers are good friends of mine.....D SD SA A DK

24. My immediate supervisor is usually respectful.....D SD SA A DK

25. My salary is about right both for my qualifications and duties.....D SD SA A DK

26. Management tries to provide good working conditions.....D SD SA A DK

27. My position is secured.....D SD SA A DK

28. I plan to remain in journalism for the rest of my career.....D SD SA A DK

PART III

29. The overall communication between employees and management is good.....D SD SA A DK

30. The overall communication among employees is good.....D SD SA A DK

31. My immediate supervisor will listen to my concerns.....D SD SA A DK

32. Written memos from management to employees are clear.....D SD SA A DK

33. Newsroom meetings are well organized.....D SD SA A DK

34. I receive relevant information about my job from other employees.....D SD SA A DK

35. I receive relevant information about my job from management.....D SD SA A DK

36. My supervisors let me know how well I'm doing in my job.....D SD SA A DK

37. I know the organizational chart of the company I work for and who does what.....D SD SA A DK

38. Top management does a good job in communicating with employees.....D SD SA A DK

PART IV

39. How would you rate the level of your overall job satisfaction?
____very high
____high
____middle
____low
____very low

40. What are your thoughts overall about racial discrimination in your job environment?
____racial discrimination does not exist
____little discrimination
____fair amount of discrimination
____a lot of discrimination

41. How do you rate racial discrimination in the area of journalism as compared to other areas such as industry, government and education?
____less discrimination than in other areas
____equal discrimination
____more discrimination than in other areas
____hard to compare or don't know

42. How important is that you work in a city with a substantial minority community, whether you live in a minority neighborhood or not?
____not important
____important
____very important

43. Minorities constitute what percentage of the population in the city where your news organization is located?
____ 0-20
____21-40
____41-60
____61-80
____81 or higher

44. Is the **neighborhood** you live in mostly minority?
____yes ____no ____about 50-50

45. Approximately, what percentage of the news staff in your organization is minority? _____%

46. Approximately, what percentage of the supervisory staff in your news organization is minority? _____%

47. What is the ethnic background of your immediate supervisor (or supervisors)?
____minority ____majority ____minority & majority

48. What is your highest education level?
___attended high school
___high school graduate
___2 years of college
___4 year college degree
___Master's degree
___Ph.D. degree

49. Does your employer have an affirmative action plan?
___yes ____no ____don't know
(If "no" or "don't know," skip to #51)

50. How is the plan working? (choose only one)
___very well
___well
___okay, but needs work
___poorly
___it's a joke

51. Your news organization:_____

52. Town news organization is located in_____

53. Sex_____ 54. Age_____ 55. Your Position_____

56. Martial Status ___married
___single
___divorced

57. Ethnic Group ___Black
___Asian
___Hispanic
___Other _____

58. I've been a journalist for:
___2 years or fewer
___3 to 4 years
___5 to 6 years
___7 to 8 years
___9 years or more

59. What category best describes your salary?
___under 19,999
___20,000 to 29,999
___30,000 to 39,999
___40,000 to 49,999
___50,000 to 59,999
___60,000 or more

PART V

57. Finally, if you care to express any additional thoughts on this subject, what is your perception of racial discrimination in your news organization?

That's it! Thanks a lot for your time. Please mail the questionnaire in the enclosed stamped, self-addressed envelope today if you can.

APPENDIX "B"

Ohio University

E.W. Scripps School of Journalism
Ohio University
Athens, Ohio 45701-2979
614/593-2590

September 25, 1987

Dear Journalist:

The purpose of this survey is to find out how satisfied minority journalists are with their job. If many minority journalists are dissatisfied with certain aspects of their job, we hope that information will help alert management to take corrective action. If minority journalists are generally pleased with their job, it would be useful to know that, too.

This study is being conducted under the auspices of Dr. Guido Stempel, editor of Journalism Quarterly. As mass communication researchers who happen to be members of a minority group, we hope you will assist us by filling out this questionnaire. It shouldn't take more than 10 minutes. Again, what you contribute may help many minority journalists and the minority communities we all want the news media to serve.

Sincerely,

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